WHAT IS CLAIMED IS:

1.   A method for accessing a digital business card based on a request from a device, comprising:

receiving a transmitted short name from said device, said short name comprising a code number representative of a particular digital business card;

searching a database for said short name, said database being located at a location remote from said device;

if said short name is found, retrieving said particular digital business card and returning said particular digital business card to said device; and

displaying said particular digital business card on said device.

2.   A method according to claim 1, wherein said device is a wireless device.

3.   A method according to claim 1, wherein said database is accessed over the internet.

4.   A method according to claim 2, wherein said database is accessed through a service provider without traversing the internet.

5.   A method according to claim 4, wherein said service provider is a wireless service provider.

6.   A method according to claim 1, wherein said short name is received by a software application that queries said database.

7.   A method according to claim 6, wherein at least one of said software application and said database maps said short name to said digital business card.

8.   A method according to claim 1, wherein multiple short names can map to a single digital business card.

9.   A method according to claim 1, further comprising:

if said database indicates that said short name is not found, searching a second database for said short name.

10.   A method according to claim 1, further comprising a plurality of databases, said databases arranged in a logical hierarchy so that if said short name is not found in a first database, said searching is resubmitted to a next database in said hierarchy.

11.   A method according to claim 2, wherein said short name is input to said wireless device in the form of a voice command, and said voice command is converted to a non-voice command after being transmitted by said wireless device.

12.   A method according to claim 11, wherein said voice command is converted to a non-voice command by a computer connected to said wireless device via a network.

13.   A method according to claim 1, wherein said short name corresponds to a phone number in E.164 format.

14. A method according to claim 1, wherein said short name corresponds to a phone number.

15. A method according to claim 1, wherein said short name is registered with a central authority for the internet.

16. A method according to claim 2, wherein a content of said digital business card is formatted for display on said wireless device.

17. A method according to claim 16, wherein said content is formatted in a display language selected from the group of display languages that are compatible with said device, said group of display languages includes WML, XML, HTML, HDML, cHTML, and mHTML.

18. A method according to claim 2, wherein said short name consists of only numeric characters contained on a keypad of said wireless device.

19. A method according to claim 1, wherein said digital business card includes a textual content.

20. A method according to claim 1, wherein said digital business card includes a non-textual content.

21. A method according to claim 19, wherein said textual content is a foreign language.

22. A method according to claim 20, wherein said non-textual content is a foreign language using a non-Latin alphabet or character set.

23.   A method for creating a digital business card using a device, comprising:

contacting a registration Web site;

selecting a short name to be associated with said digital business card;

specifying a content of said digital business card;

associating said short name with said digital business card; and

storing said digital business card.

24.   A method according to claim 23, wherein said registration Web site is maintained and managed by a third party.

25.   A method according to claim 23, wherein said selected short name is registered with a central authority for the Internet.

26.   A method according to claim 23, wherein said selected short name is unique.

27.   A method according to claim 23, wherein said device is a wireless device.

28.   A method according to claim 23, wherein said digital business card is stored in one or more databases.

29.   A method according to claim 28, wherein at least one of said one or more databases is connected to the Internet.

30.   A method according to claim 28, wherein none of said one or

more databases is connected to the Internet.

31.   A method according to claim 27, wherein said short name is selected by a voice command input to said wireless device, and said voice command is converted to a non-voice command after being transmitted by said wireless device.

32.   A method according to claim 31, wherein said voice command is converted to said non-voice command by a computer connected to said wireless device via a network.

33.   A method according to claim 23, wherein said selected short name corresponds to a phone number in E.164 format.

34.   A method according to claim 23, wherein said selected short name corresponds to a phone number.

35.   A method according to claim 23, wherein said content includes a textual content.

36.   A method according to claim 23, wherein said content includes a non-textual content.

37.   A method according to claim 35, wherein said textual content is a foreign language.

38.   A method according to claim 36, wherein said non-textual content is a foreign language using a non-Latin alphabet or character set.

39.   A method for modifying a digital business card using a device,

comprising:

transmitting a short name from said device, said short name comprising a code number representative of a particular digital business card;

searching a database for said short name, said database being located at a location remote from said device;

if said short name is found, retrieving said particular digital business card and returning said particular digital business card to said device;

displaying said particular digital business card on said device;

using said device to change a content of said particular digital business card; and

storing said changed digital business card in said database.

40.   A method according to claim 39, wherein said content is changed by adding a new content to said content of said particular digital business card.

41.   A method according to claim 39, wherein said content is changed by removing an existing content from said content of said particular digital business card.

42.   A method according to claim 39, wherein said content is changed by editing an existing content of said content of said particular digital business card.

43.　A method according to claim 39, wherein said device is a wireless device.

44.　A method according to claim 43, wherein said content of said digital business card is formatted for display on said wireless device.

45.　A method according to claim 44, wherein said content is formatted in a display language selected from the group of display languages that are compatible with said device, said group of display languages includes WML, XML, HTML, HDML, cHTML, and mHTML.

46.　A system for accessing a digital business card based on a request from a device, comprising:

a database storing relationships between a short name and a digital business card, said short name comprising a code number representative of a particular digital business card, said database being located at a location remote from said device; and

a controller which receives a transmitted short name from said device, said controller operable to search said database for said transmitted short name, and if said short name is found, retrieving said particular digital business card for displaying said particular digital business card on said device.

47.　A system according to claim 46, wherein said device is a

wireless device.

48.   A system according to claim 46, wherein said database is accessed over the internet.

49.   A system according to claim 47, wherein said database is accessed through a wireless service provider without traversing the internet.

50.   A system according to claim 46, wherein said short name is received by a software application that queries said database.

51.   A system according to claim 50, wherein at least one of said software application and said database maps said short name to a digital business card.

52.   A system according to claim 46, wherein multiple short names can map to a single digital business card.

53.   A system according to claim 46, wherein if said database indicates that said short name is not found, said system searches a second database for said short name.

54.   A system according to claim 46, further comprising a plurality of databases, said databases arranged in a logical hierarchy so that if said short name is not found in a first database, said searching is resubmitted to a next database in said hierarchy.

55.   A system according to claim 47, wherein said short name is input to said wireless device in the form of voice command, and said voice

command is converted to a non-voice command after being transmitted by said wireless device.

56. A system according to claim 55, wherein said voice command is converted to a non-voice command by a computer connected to said wireless device via a network.

57. A system according to claim 46, wherein said short name corresponds to a phone number in E.164 format.

58. A system according to claim 46, wherein said short name corresponds to a phone number.

59. A system according to claim 46, wherein said short name further comprises a root short name, a separator code, and an extension, said separator code separating said root short name from said extension.

60. A system according to claim 46, wherein said device is a personal computer.

61. A system according to claim 46, wherein said device is a web-enabled device.

62. A system according to claim 46, wherein said short name is registered with a central authority.

63. A system according to claim 47, wherein a content of said digital business card is formatted for display on said wireless device.

64. A system according to claim 63, wherein said content is

formatted in a display language selected from the group of display languages that are compatible with said device, said group of display languages includes WML, XML, HTML, HDML, cHTML, and mHTML.

65.   A system according to claim 47, wherein said short name consists of only numeric characters contained on a keypad of said wireless device.

66.   A system according to claim 46, wherein said digital business card includes a textual content.

67.   A system according to claim 46, wherein said digital business card includes a non-textual content.

68.   A system according to claim 66, wherein said textual content is a foreign language.

69.   A system according to claim 67, wherein said non-textual content is a foreign language using a non-Latin alphabet or character set.

70.   A system for creating a digital business card based on a request from a device, comprising:

a database storing relationships between a short name and an existing digital business card, said short name comprising a code number representative of a particular digital business card, said database being located at a location remote from said device;

a controller which receives a transmitted short name and a specified

content for said digital business card from said device, said controller linking said short name to said digital business card and storing said digital business card in said database.

71. A system according to claim 70, wherein said controller is a registration Web site.

72. A system according to claim 71, wherein said registration Web site is maintained and managed by a third party.

73. A system according to claim 70, wherein said transmitted short name is registered with a central authority for the Internet.

74. A system according to claim 70, wherein said transmitted short name is unique.

75. A system according to claim 70, wherein said device is a wireless device.

76. A system according to claim 70, wherein said transmitted short name corresponds to a phone number in E.164 format.

77. A system according to claim 70, wherein said transmitted short name corresponds to a phone number.

78. A system according to claim 70, wherein said specified content includes a textual content.

79. A system according to claim 70, wherein said specified content includes a non-textual content.

80. A system according to claim 78, wherein said textual content is a foreign language.

81. A system according to claim 79, wherein said non-textual content is a foreign language using a non-Latin alphabet or character set.

82. A system for modifying a digital business card using a device, comprising:

a database storing relationships between a short name and an existing digital business card, said short name comprising a code number representative of a particular digital business card, said database being located at a location remote from said device;

a controller which receives a transmitted short name, searches said database for said short name, and retrieves said digital business card corresponding to said short name, said retrieved digital business card is returned to said device for displaying thereon;

wherein said controller receives one or more transmitted changes to said retrieved digital business card from said device; and

wherein said modified digital business card is stored.

83. A system according to claim 82, wherein said device is a wireless device.

84. A system according to claim 83, wherein a content of said digital business card is formatted for display on said wireless device.

85. A system according to claim 84, wherein said content is formatted in a display language selected from the group of display languages that are compatible with said device, said group of display languages includes WML, XML, HTML, HDML, cHTML, and mHTML.

86. A method according to claim 1, wherein said digital business card contains personal contact information for a person.

87. A method according to claim 86, wherein said personal contact information contains said person's name and phone number.

88. A method according to claim 1, wherein said digital business card contains an advertisement.

89. A method according to claim 88, wherein said advertisement contains further information to another advertisement, said another advertisement including said short name to inform a viewer how to access said digital business card.

90. A method according to claim 1, wherein said digital business card comprises variable data and static data.

91. A method according to claim 90, wherein said variable data comprises a periodically updated advertisement.

92. A method according to claim 92, wherein said periodically updated advertisement comprises a daily special deal for a business.